MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DEC5111 – E-COMMERCE

(For Diploma in IT students only)

10 March 2020
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **2 pages.**
2. Answer **ALL** questions in the **Answer Booklet.**

THREE Structured Questions (30 Marks)

Question 1

Paperbags.com is an e-commerce business that sells almost any type of paper bags you can imagine. The paper bags come in various shapes, sizes, colors and designs. The online store sells only online. Recently, the company discovered that a significant number of their website visitors visit multiple times before buying. They decided that these groups of visitors were the opportunity to help increase their online sales.

a) Describe **SIX** ways how Paperbags.com could encourage these visitors to return and buy. (3 marks)

b) Explain **SIX** ways how Paperbags.com could earn revenue from their e-commerce business. (3 marks)

c) Explain pure-play and click-and-mortar companies. Is Paperbags.com considered pure-play or click-and-mortar company? Why? (2 marks)

d) Assuming Paperbags.com is considering to offer auctions as part of their e-commerce business, describe **TWO** types of online auctions and **TWO** benefits to Paperbags.com. (2 marks)

[TOTAL 10 MARKS]

Question 2

a) E-commerce has changed the whole concept of travel and tourism. Both consumers and the industry are taking advantage of e-commerce and expanding their businesses for good. Describe **FOUR** ways how it has been beneficial for travel and tourism industry. (2 marks)

b) Describe **SIX** examples of e-government services and list **FOUR** examples of e-government websites in Malaysia. (4 marks)

c) Describe **FOUR** limitations of e-learning. (2 marks)

d) Describe **TWO** examples and **TWO** disadvantages of C2C e-commerce. (2 marks)

[TOTAL 10 MARKS]

Continued...

Question 3

Fabulous Look is a new, small beauty retailer. The company plans to create both online and offline presence to market their brands and products. However, in this competitive industry, Fabulous Look needs to invest the right strategies to win customers and overcome competitors.

a) Describe **SIX** e-commerce business models that could work for Fabulous Look. (3 marks)

b) Assuming Fabulous Look intends to build a successful online dropshipping business, explain how dropshipping works and **THREE** benefits to Fabulous Look. (2 marks)

c) Describe **SIX** features for Fabulous Look e-commerce website. (3 marks)

d) What is location-based services in mobile commerce? Describe **THREE** ways how this could benefit Fabulous Look. (2 marks)

[TOTAL 10 MARKS]

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